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Mobisenz Mobile Technology Start-up Announces Launch

Milsons Point, Australia

Sydney-based Internet start-up goes live with its website-to-mobile conversion software system.

Sydney-based technology micro start-up Mobisenz, a provider of "software as a service" (SaaS) mobile website generation, announced its product and website launch on the sixteenth of September. The technology is aimed at small to medium website owners who want a fast and simple way to ensure their website has a mobile presence.

Led by Zenlogic Pty Ltd CEO and spokesman Louis Malenica, a web software engineer with over ten years experience, Mobisenz is motivated by the belief that businesses can avoid large expenditures when migrating to mobile, and committed to easing the burden of implementing and maintaining alternative versions of a website.

A large percentage of websites primarily contain "static" content that changes occasionally, and Louis believes that website owners are delaying the transition to mobile due to cost barriers.

"A business should not have to shell out thousands of dollars to go mobile" he said, "and although it may well turn out that a website owner cannot bring every dynamic website feature across to mobile, it should be much easier to get a fast, efficient, attractive, and inexpensive mobile version of their existing site". But he stresses that Mobisenz is more than just content, "we provide add-ons that bring some of the dynamic nature of the web that websites typically provide on the desktop, such as news feeds, maps, contact form, and others".

Mobisenz reports to be an end-to-end mobile generation service, from analysing and converting, through to hosting the end product as a SaaS offering. Plans start for the small website owner of up to twenty pages, through to professional websites demanding a more generous fifty page and fortnightly re-scan.

Mobisenz is also willing to take on larger and more dynamic solutions and is determined to compete vigorously on price as it plans to reuse any dynamic features as pluggable add-ons that can be offered to all clients.

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